

**REMARKS**

Claims 2 and 10-12 have been canceled without prejudice. Claims 1, 3-9, and 13-28 remain pending in the application, of which claims 17-27 have been withdrawn from consideration. Applicant amends claim 1 for further clarification. No new matter has been added.

Claims 1-16 and 28 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,855,007 to Jovicic et al. in view of U.S. Patent No. 6,497,360 to Schulze, Jr. Applicant respectfully traverses the rejection.

Jovicic et al. merely describe

“After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner’s ICNC 134 by first sending customer’s name 320, then customer’s identification number 322 and then the current coupon serial number 318.” Col. 9, lines 23-28 of Jovicic et al.

That is, Jovicic et al. only describe sending customer’s name 320 and so on. The Examiner conceded that Jovicic et al. fail to disclose ownership of an electronic coupon being transferred, and relied upon Schulze, Jr. as a combining reference that allegedly suggests such a feature. Page 4, lines 3-12 of the Office Action.

But Schulze, Jr. only describes

“Prior to or concurrent with payment to the retailer, ownership of such redeemed coupons is transferred from the retailer to the coupon verification personnel.” Col. 3, lines 53-55 of Schulze, Jr.

That is, Schulze, Jr. merely describes a redeemed coupon going from a retailer to coupon verification personnel.

Therefore, Schulze, Jr. is totally silent about changing ownership of an electronic coupon from one information terminal to another information terminal, as claimed.

In other words, even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Jovicic et al. and Schulze, Jr., such a combination would still have failed to disclose or suggest,

“[a]n electronic transaction method using an electronic coupon in an electronic transaction system comprising an electronic shop server opening an electronic shop site on Internet to operate and manage said electronic shop site, a coupon issuance/management server, which has a transfer management memory, issuing and managing an electronic coupon having pecuniary value information usable in a settlement of an electronic transaction for said electronic shop site, and a plurality of information terminals individually operable to access to said electronic shop and to access each other to carry out an electronic transaction, said electronic transaction method comprising:

requesting said coupon issuance/management server to issue said electronic coupon from one of said information terminals;

issuing, to said requesting information terminal having requested said electronic coupon by said coupon issuance/management server, said electronic coupon having said pecuniary value information and owner identification information related to said requesting information terminal;

recording and managing, by said coupon issuance/management server, said owner identification information of said electronic coupon as coupon management information in the transfer management memory; and changing, when said requesting information terminal transfers said electronic coupon to another information terminal, said owner identification information recorded in said transfer management memory from the owner identification information of said requesting information terminal to owner identification information of said another information terminal by said coupon issuance/management server,” as recited in claim 1. (Emphasis added)

Accordingly, Applicant respectfully submits that claim 1, together with claims 3-9, 13-16, and 28 dependent therefrom, is patentable over Jovicic et al. and Schulze, Jr., separately and in combination, for at least the above-stated reasons.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

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